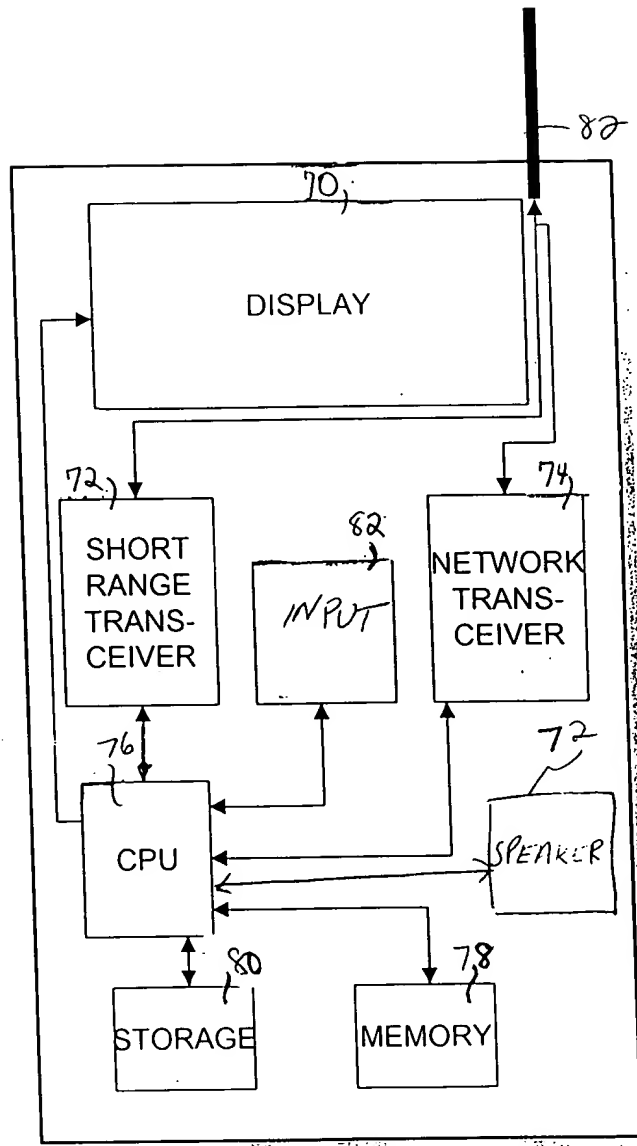


(Service user= advertising entity)

Fig. 4



20

FIG. 2

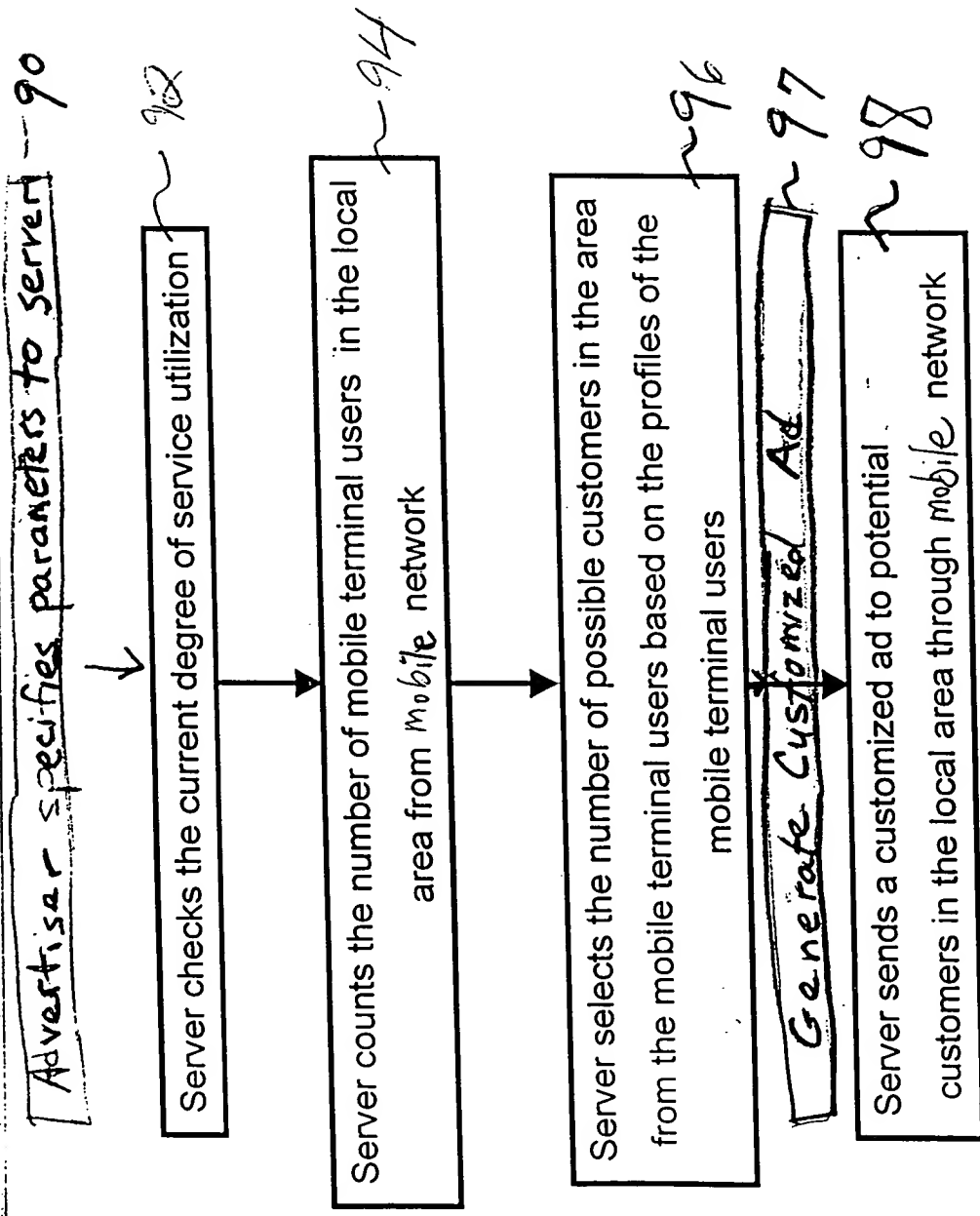


FIG. 3A

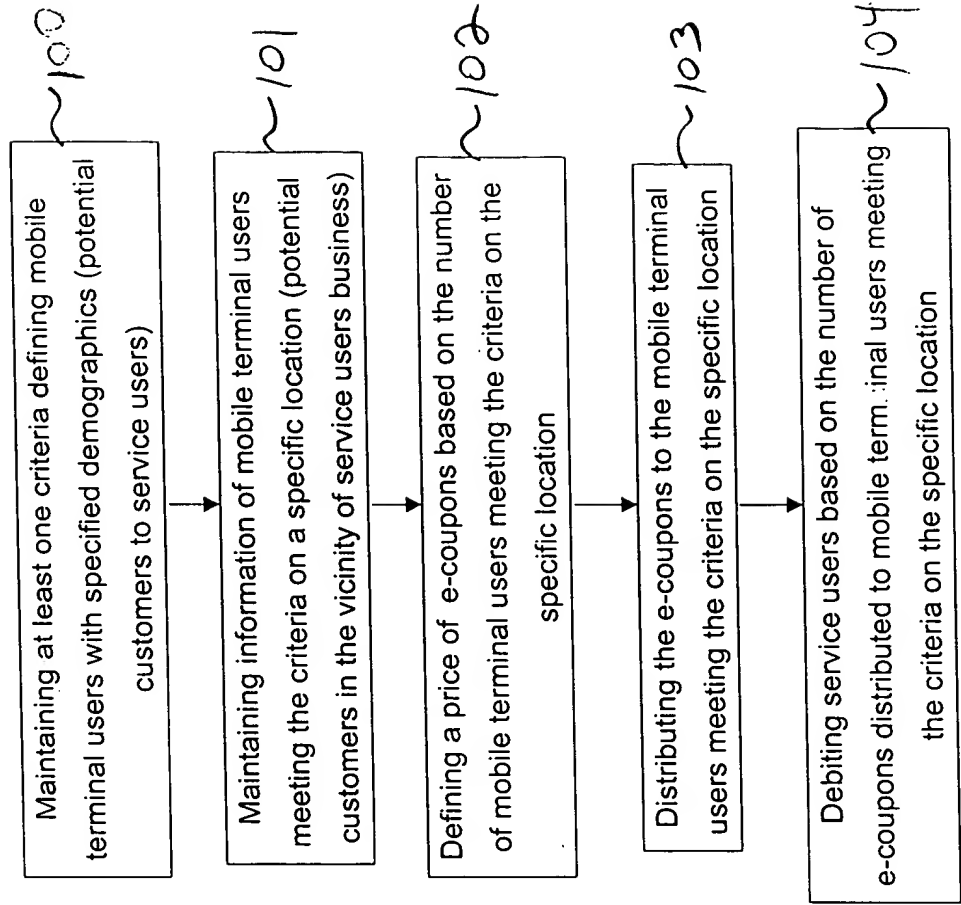


FIG. 3B

105

106 Amount of Visitors 50

107 Do you want to send an e-coupon? _Yes _No

108 What is the offer? _ \$5.00 Big Lunch

109 Time Limit _ Before 11:00 a.m.

FIG. 4

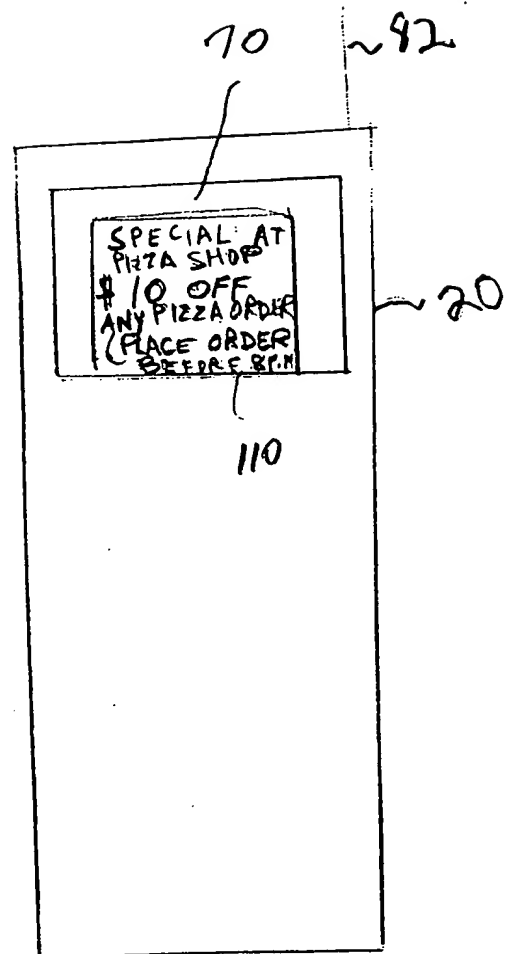


FIG. 5

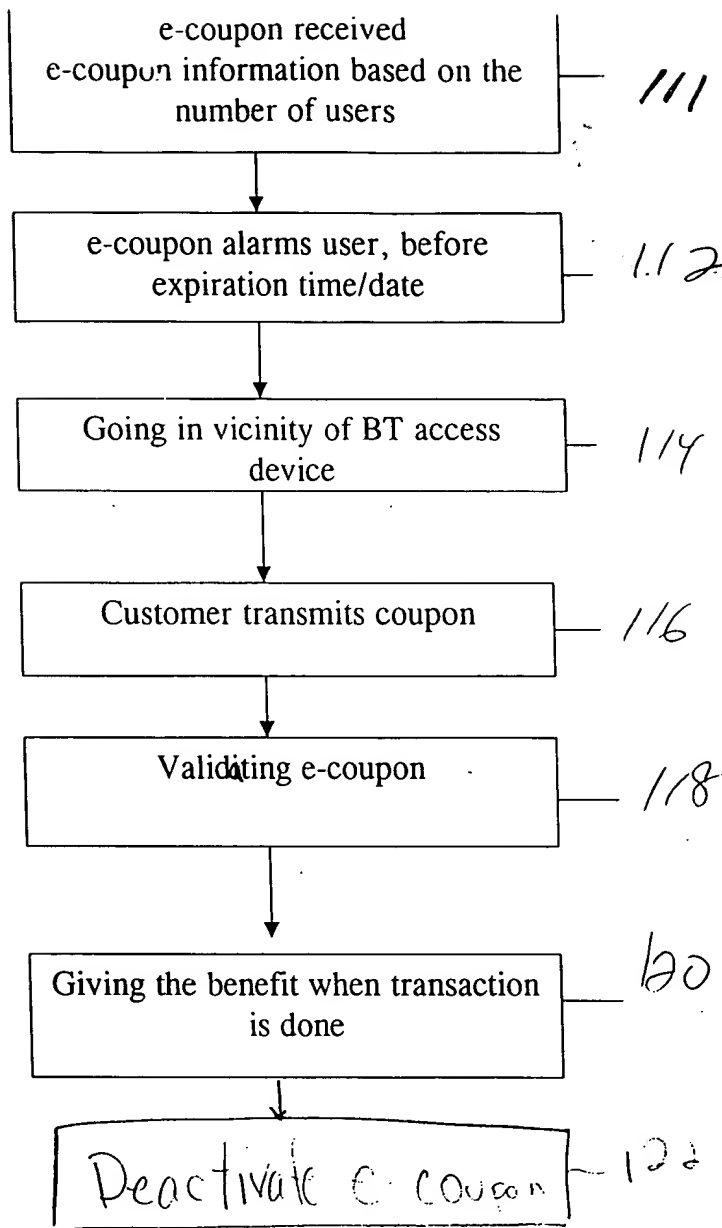


FIG. 6

130
Central Register

132 Company Name	134 Location	136 Advertisement	138 Amount of Visitors
1. Company No. 1	Cell Id. No. 560	xxx	100
2. Company No. 1	Cell Id. No. 720	yyy	10
3. Company No. 2	Cell Id. No. 1055	277	1000
4. Company No. 3	Cell Id. No. 1000	vvv	55
5. Company No. 4	YPS 22'15" , 29'25"	aaa	5
6. Company No. 5	BT No. 565	dddd	25

FIG. 7

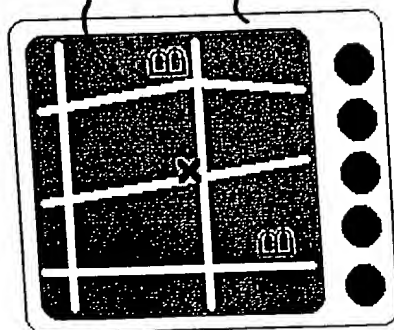
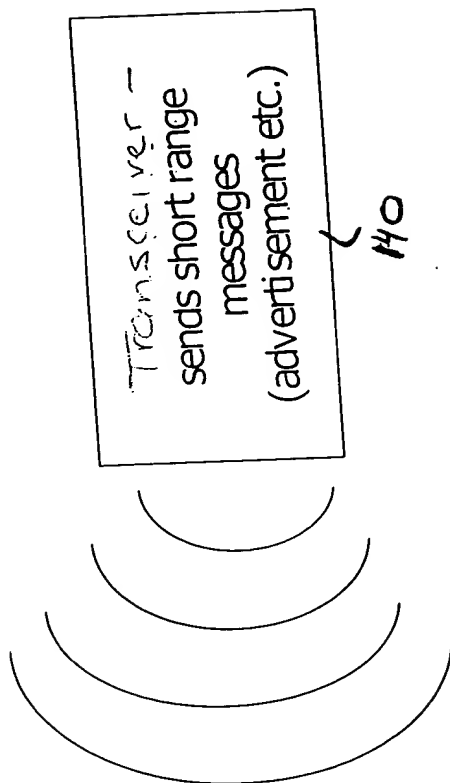


FIG. 8

FIG. 9

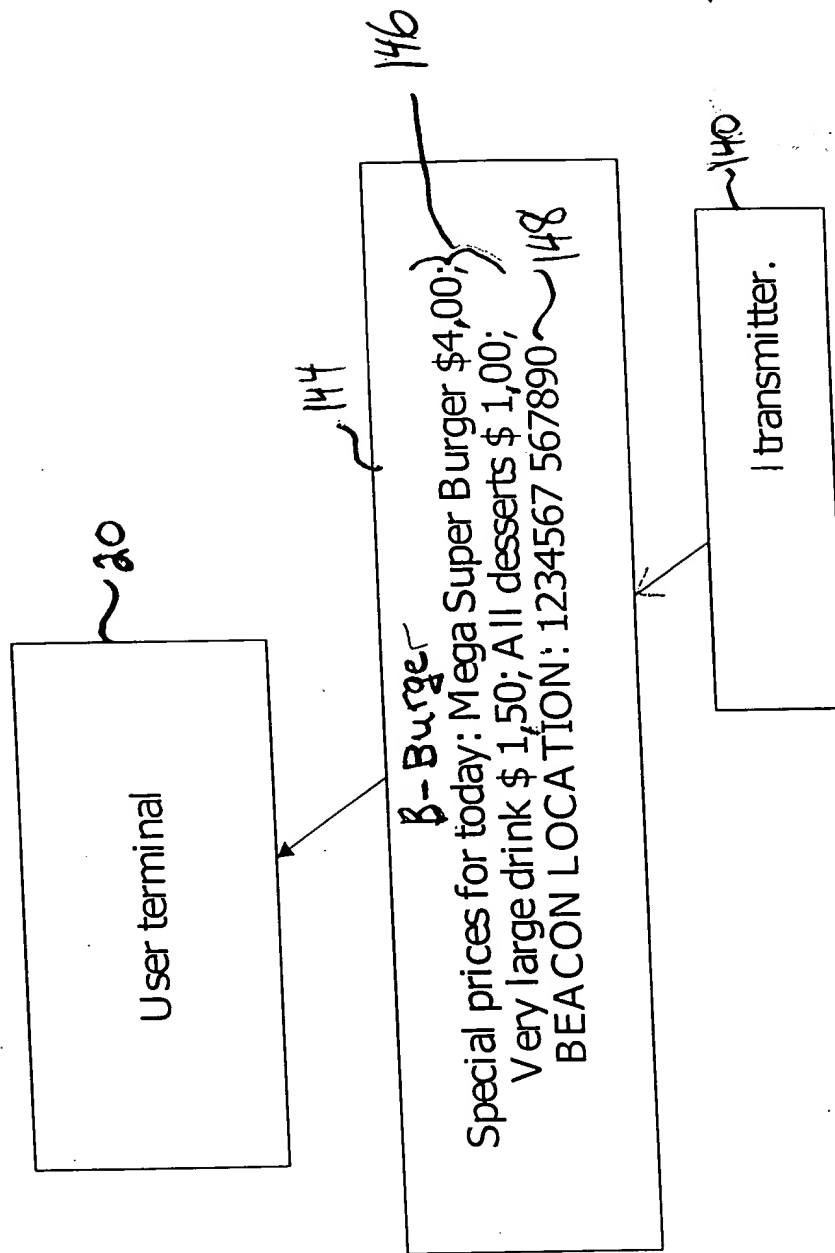


Fig. 10

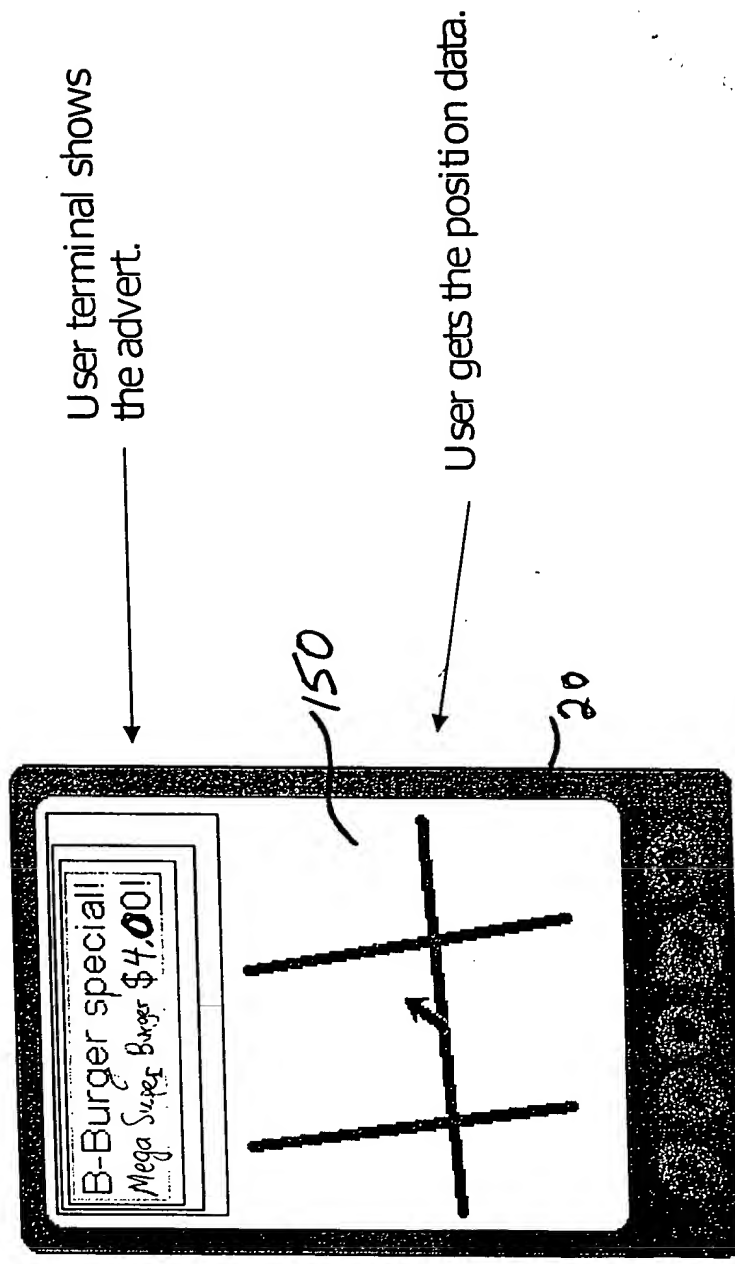
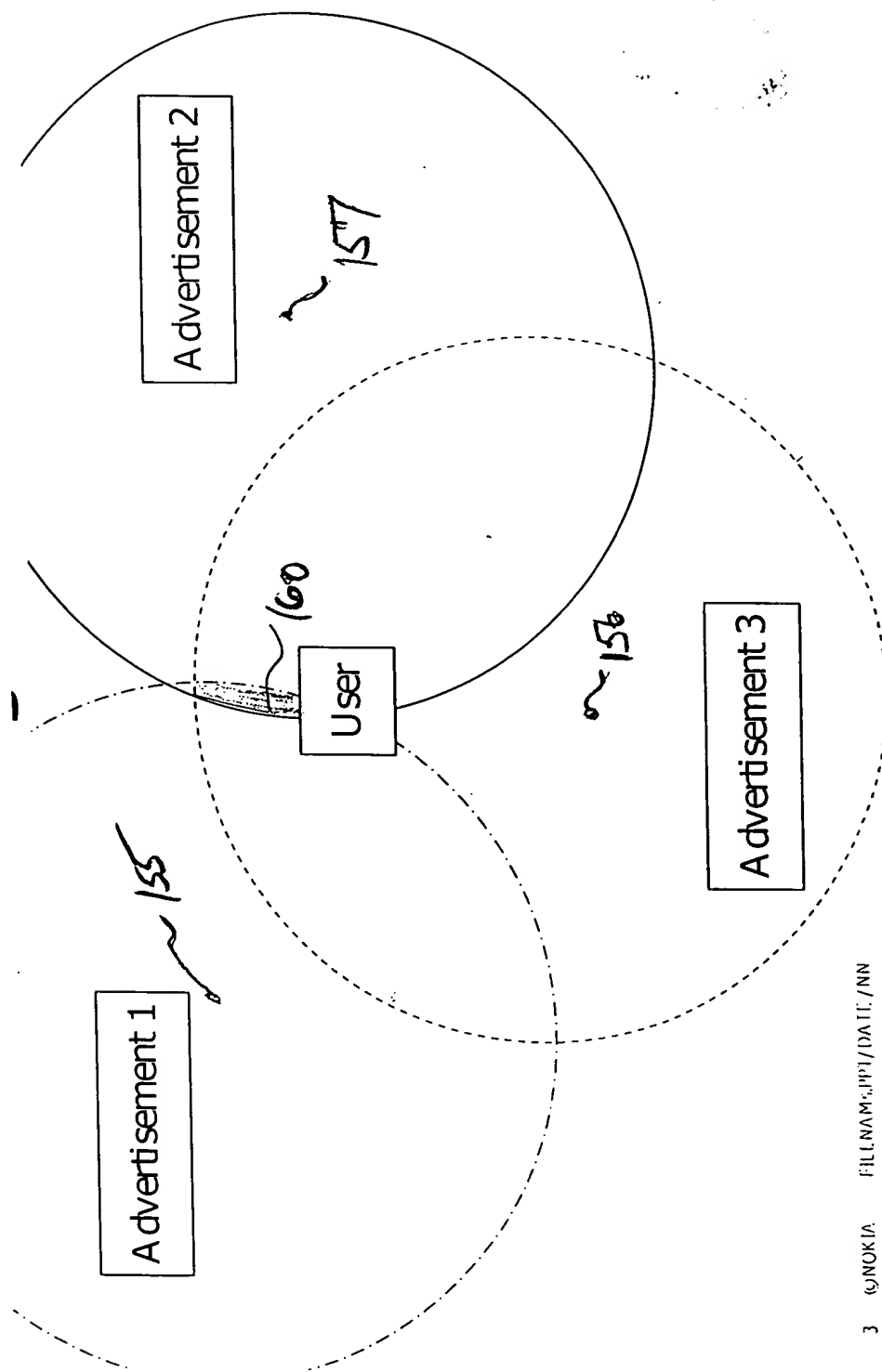


FIG. 11



CRITERIA DATABASE 170

Criteria register	customers	price
criteria # 1	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$
criteria # 2	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$

FIG. 12A

ADVERTISER PRICING DATABASE 180

Advertiser	Ad ID	no. of customers meeting criteria	price
Restaurant 1	5134	280	112
...			
Pizza Shop	5136	800	400
...			
Restaurant 2	5138	85	34

FIG. 12B